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# NUTRITION

WAR FOOD ADMINISTRATION

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## News Letter

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### LOOKING AHEAD

By the time this News Letter reaches you, plans for Wartime Nutrition Month will have been carried out. Many of you will doubtless be assembling and evaluating the results of the concerted efforts of nutrition committees, local advertisers, and all other individuals and groups who helped with the September promotion. By October 1, the John Does everywhere should certainly be more aware than before that it is important to "Eat the Basic 7 Every Day," and thus "Make America Strong by Making Americans Stronger." The important challenge now is to profit by the gains made and go forward from a new base. The ultimate goal will not be reached until every American not only knows but practices the rules of good nutrition. There's still plenty of hard teamwork ahead for nutrition committees.

Committees will remember in planning new programs of work that "Share, Play Square—Keep the Home Front Pledge," is the major FFFF theme for October, November, and December. Mimeographed fact sheets on price control and rationing were sent to the chairmen of State committees some months ago, along with fact sheets on the earlier FFFF programs.

### NUTRITION ITEMS

The Civilian Food Requirements Branch of the War Food Administration has estimated the adequacy of the diet for 1944-45 on the basis of retail weight of food, with rough estimates applied for cooking losses but not for waste after it reaches the home. If these requirements were realized, the average civilian diet would be sufficient in calories, protein, iron, and vitamin A, but with little margin above the National Research Council's recommended allowances in the B vitamins and ascorbic acid. Riboflavin and niacin reach the daily allowances only through the higher level of enrichment of white flour and bread.

Although the calculations for the average per capita diet do not indicate any actual deficiencies, they do not assure the margin of safety necessary to cover all segments of the population and all seasons of the year. The number who will get a satisfactory diet will depend, of course, upon equitable distribution and upon the degree to which individuals and families adapt themselves to wartime shortages and shifts in local supply.

Dr. W. W. Coblentz and R. Stair at the National Bureau of Standards have found midsummer sunlight has six times the value of midwinter sunlight in ultraviolet effect on human health. This study was made over a period of 3½ years under all kinds of weather conditions.

An investigation to determine which types of people in a large Federal housing project in Greater New York City have made the most changes in food habits during the war was undertaken in the spring of 1944, by Dr. Mortense Powdermaker of Queens College, with the assistance of the students in a special class in methods of field research. The study was conducted in cooperation with the Committee on Food Habits, National Research Council. Three hundred eighty-three families of a carefully selected sample were interviewed, and it was found that those whose background was characterized as "American" and those who were still clinging to a foreign background diet had made the fewest changes, while those whose diets were partly American and partly foreign had changed most. There was also a marked decrease in changes among people over 50. Of the changes in food habits reported, 46.5 percent were in the use of substitutes, 27.5 percent in the use of new methods of preparation, and only 16.5 percent in the use of new foods. The main substitutions were vegetable oils for olive oils, oleomargarine for butter, fresh vegetables for canned vegetables, and more use of spaghetti and fish.

The principal implication for nutri-



tion committees is the greater susceptibility to change in the group of those who are just abandoning foreign food habits and have not yet adopted typically American dietary patterns. This group whose habits are in transition should provide a most fertile field for nutrition education.

#### NOTES FROM THE FIELD

WESTERN REGION.—A mimeographed report of committee work done at the Western Regional Meeting in March included a number of suggestions—large and small, long- and short-time—for local committee action. . . . Among the methods suggested for the September nutrition campaign was an idea for dynamic nutrition exhibits in department store windows in the form of demonstrations by girls from homemaking classes, in cooperation with nutrition groups. Variations might be with the use of Boy Scouts giving camp cooking demonstrations with selections of right foods from the Basic 7 groups. 4-H Club members, Red Cross Canteen classes, and other groups might each in turn be encouraged to give demonstrations by using the Basic 7 background for all meal preparation.

Another idea for nutrition month was built around the theme "Old Folks at Home Need to Know Nutrition, Too." It was considered especially timely to stress proper nutrition for the older people, taking advantage of the interest which is being exhibited in gerontology and geriatrics by the medical profession. With careful planning and by using diets for older people as the keynote, good nutrition for all age groups might be stressed through the medium of contrast.

COLORADO.—The Library Committee of the Colorado State Nutrition Council was formed to help the librarians of the State acquire and promote use of authentic nutrition publications. The committee will depend upon a dietitian, a nutritionist, a biological chemist, and two librarians to review nutrition materials and select those of most interest to homemakers and most suitable for use in elementary schools. This committee plans to prepare lists of new nutrition literature to send periodically to librarians in the State. The first issue in July was entitled "Nutrition Nuggets." This attractive 8-page processed leaflet, illustrated with line

drawings, not only describes reference material but also contains suggestions for exhibits and programs. The State librarian, who is a member of the committee, wrote to various publishers asking for a review copy of recent books on nutrition. All books obtained will be available for loan to local libraries. The library committee suggests that local librarians might well be active members of county nutrition committees and assist in obtaining nutrition education literature.

SOUTH CAROLINA'S State Nutrition Committee, recognizing the importance of the elementary teacher in the total program of nutrition education, held a week's workshop at Winthrop College, Rock Hill, S. C., in which the role of elementary teachers in nutrition was emphasized. The list of agencies represented on the planning committee is one indication of the coordination of effort and fine cooperation that lie behind this project. Financial support was obtained jointly from some of the agencies cooperating with the State nutrition committee, and Winthrop College. Printed invitations were sent to the administrators of agencies and county superintendents of schools. They in turn publicized the workshop with the result that groups working on nutrition within the State were well represented. The workshop was carried on through general sessions and work group meetings. The following problems were studied by four working groups:

1. Techniques for exploring the gaps in the daily diets of South Carolina families; planning corrective measures to meet the deficiencies.
2. Procedures for making the school lunch a means of promoting and developing better dietary habits in schools and communities.
3. Preparing supplementary teaching materials on specific South Carolina foods.
4. Analyzing and evaluating textbook material on foods in relation to health, and preparing an up-to-date list of supplementary materials for elementary school teachers.

Some of the important results of the meeting were summarized in terms of significant comments made by individual members. The next steps to be taken were outlined, and progress already made was recorded. Noteworthy progress



included a plan to feature nutrition in the training session for Jeannes teachers to be held this fall at the State College for Negroes in Orangeburg, and to use the workshop material on school lunches in a definite training program for all school lunch workers in the State.

MICHIGAN.—The nutrition committees in Pontiac, Grand Rapids, Saginaw, and Iron Mountain have given assistance to the local Bureau of Social Aid in figuring budgets for special diets. Requests have come in from nine more counties for this type of assistance. Committees giving this help have selected a member of the committee whose training and experience well qualifies her to deal with the problem.

NORTH DAKOTA AND MICHIGAN July reports outline two different methods of encouraging various clubs to include at least one nutrition program in their year's program of work:

The North Dakota State Nutrition Committee prepared a leaflet called, "May We Help You Plan a Nutrition Program for Your Club?" in which specific suggestions are given. Local committees are either sending in names of club presidents in their counties so that leaflets may be mailed direct, or are cooperating in the distribution of the leaflets in their counties.

The City Nutrition Committee in Marquette, Mich., called a meeting at which all nutrition representatives of various organizations agreed to unite forces in encouraging each organization to include at least one nutrition program in its schedule for the year. A letter signed by the representatives of the various groups was sent to nutrition chairmen and presidents of all organizations and school groups. It asked them to contact the city nutrition committee chairman for information as to date, time, and so on, if they desired a program in the interest of better nutrition. Ideas for programs were listed in the letter. Excellent results were obtained. Organizations which otherwise might have failed to include a nutrition program in their year's work responded by requesting nutrition programs, because they knew whom to consult and felt free to do so. Though this successful project, in which all forces were pooled, covered only one city, might not such a plan to make a consolidated approach to the public work

equally well in smaller and larger cities, as well as on a county-wide basis?

RHODE ISLAND.—A canning kit was sent along with the Rhode Island State Nutrition Council's July News Letter. Included in the kit was a colorful canning poster, "Eat More—Rhode Island Fruits and Vegetables—Can More." One librarian arranged an artistic display of nutrition books and canning bulletins on a table with this poster as a background.

Rhode Island has found most of its weekly papers very cooperative in printing food and nutrition releases, but that they prefer short columns with recipes. The wife of the editor of one weekly paper is a nutrition chairman, and she helps see that space is given to these press releases.

TEXAS.—The Texas Nutrition Council recommends that each county or city nutrition committee study a 10-point nutrition program which is suggested for local adaptation. Following are the high lights of the 10 suggestions:

1. Study nutritional needs and conditions in the community and use results as a basis for county or city programs.
2. Encourage the fullest use of Community Food Preservation Centers.
3. Assist in establishing lunchrooms in schools desiring help. Lend support to those already established.
4. Cooperate with Red Cross activities, and encourage qualified instructors to register for nutrition courses.
5. Help clubs and civic groups feature nutrition in their programs.
6. Encourage public eating places to help patrons know value of good nutrition.
7. Obtain cooperation of newspapers in printing nutrition information that fits local needs.
8. Sponsor exhibits designed to meet nutrition information needs of the community in food preservation centers, schools, libraries, grocery stores, etc.
9. Obtain cooperation of radio stations in promoting nutrition. Broadcasts may be localized from scripts prepared by State Council or written locally.



10. Aid in promotion of Victory Garden program on a year-round basis.

OHIO.—The Montgomery County Nutrition Committee, in cooperation with the Red Cross and Dairy Council, sponsored a "city playground and Girl Scout day camp" nutrition project. To arouse the interest of children in the camp and on the playground in nutritious lunches, the Red Cross nutritionist showed them a doll, "Delia Drip," with a most inadequate lunch, and a contrasting doll, "Gloria Glamour," whose lunch was nutritionally adequate. As a follow-up, charts showing the nutritive values of foods were used effectively. The children were much impressed by the results of a feeding experiment on white rats which showed the greater value obtained from milk as compared with other beverages in a mixed diet. At the end of the demonstration, the children made a trip through the mobile Red Cross Canteen and received a half-pint of milk or a fresh, raw vegetable.

Through District nutrition meetings, the field service, and the Ohio Nutrition News Letter, local and county nutrition committees will be urged to work with the schools this year in helping to expand and improve the school lunch program. The State Department of Education news letter to school administrators and the publication "Ohio Schools" are calling attention to the help that nutrition committees are ready to give. A special note on this type of help and cooperation as well as an announcement of and invitation to the district nutrition institutes was sent to 1250 P.T.A. chairmen in the State.

KANSAS.—Considering vacant and unused store windows to be morale breakers and business detriments, and because they offer excellent space for putting up interesting educational displays, the Steering Committee of the Osburn Nutrition Council made a 12-month plan for placing exhibits in empty windows. That committee, through a letter directed to all organizations interested in the welfare of the community, solicited cooperation in planning exhibits and in arranging a schedule that would insure a change every 3 weeks or more often, with no unscheduled days. The result was an excellent exhibit plan lined up to take care of vacant store windows in Osburn for a whole year, with various organizations sharing the responsibility.

WYOMING.—A contest was held in Wyoming to get a Nutrition Slogan for the State. Any local committee could enter the contest. Acting as judges were members of the State Committee who chose as the winning entry, "Prepare for a Happier Tomorrow by Proper Nutrition Today." This slogan was submitted by a member of the Evanston City Nutrition Committee, who received, as a reward, \$5 for the committee treasury. Local committees used this slogan in various ways during the month of September.

Goshen County Nutrition Committee has a plan to simplify the problem of preparing a new exhibit each time a different abundant food is to be stressed. The permanent background props for the exhibit are set up in a grocery store window. As another food becomes abundant, the exhibit can be brought up-to-date just by changing the food in the bin and the recipe cards on the racks. The consumers appreciate this "information at a glance."

NEW MEXICO.—County Nutrition Committees are working toward the solution of specific local problems: In Mora County, a mountainous area where it is impractical to grow tomatoes, the committee is arranging for truckloads to be taken into the county so families will have tomatoes to can. The committee will also try to increase the amount of green chili canned this summer by safe methods. The Alamogordo Committee program featured the value of evaporated milk, soybean products, and other alternates for fresh milk and meat which are short in supply locally. The aim of most committees has been to help families improve rather than completely change their diets.

Sincerely yours,



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